

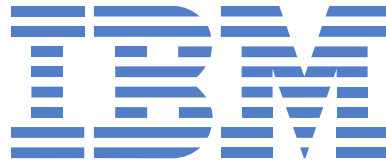
The Premiere Real Estate Brand Of The Future!

These are excerpts of a presentation from Earl Lee, CEO of HSF Affiliates.
The Information Presented Is Directional In Nature And Subject To Change As The Final Details Are Completed.

Wordmark



Monogram



Symbol



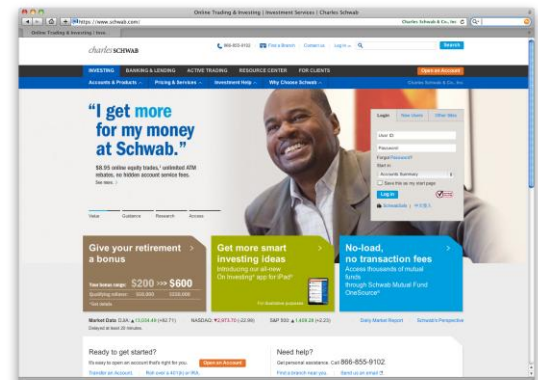
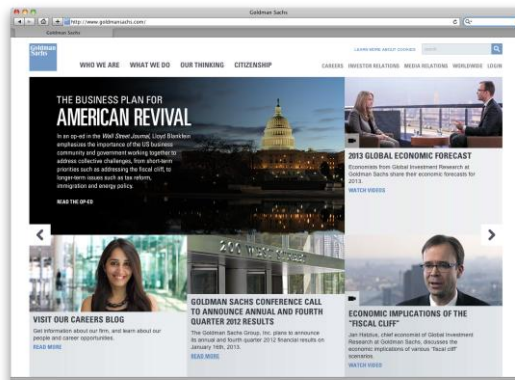
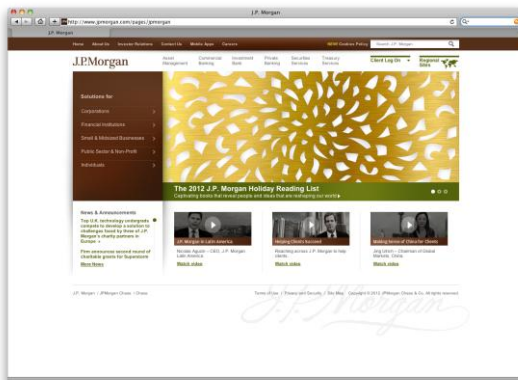
For Branding, Your Greatest Asset Is Your Name.
And This One Is Powerful!

BERKSHIRE HATHAWAY INC.

J.P.Morgan

Goldman
Sachs

charles SCHWAB



We Tested Different Options

**BERKSHIRE
HATHAWAY**
HomeServices

1

**BERKSHIRE
HATHAWAY**
HomeServices

2

**BERKSHIRE
HATHAWAY**
HomeServices

3

**BERKSHIRE
HATHAWAY**
HomeServices

4

**BERKSHIRE
HATHAWAY**
HomeServices

5

**BERKSHIRE
HATHAWAY**
HomeServices

6

This Is The New Wordmark – In Different Sizes

BERKSHIRE
HATHAWAY
HomeServices

BERKSHIRE
HATHAWAY
HomeServices

This Is The New Wordmark – In Black Background

BERKSHIRE
HATHAWAY
HomeServices

BERKSHIRE
HATHAWAY
HomeServices

A “Quality Seal” Gives You Branding Options



We Considered These Variations



1



2



3



4



5



6

This Is Our Quality Seal!
It Works In Different Sizes.



This Is Our Quality Seal!
It Works In Different Colors.



We Wanted The Right Sizing For Both The Wordmark
And Quality Seal. We Looked At These Options.

BERKSHIRE
HATHAWAY
HomeServices



1

BERKSHIRE
HATHAWAY
HomeServices



2

BERKSHIRE
HATHAWAY
HomeServices



3

BERKSHIRE
HATHAWAY
HomeServices



4

BERKSHIRE
HATHAWAY
HomeServices



5

BERKSHIRE
HATHAWAY
HomeServices



6

We Choose This Configuration.



BERKSHIRE HATHAWAY
HomeServices



BERKSHIRE HATHAWAY
HomeServices

Looks Great On Black Background As Well.



BERKSHIRE HATHAWAY
HomeServices



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HomeServices

We Assessed The Colors Used In The Competitive Arena



We Chose A Rich “Cabernet” As Our Primary Color.

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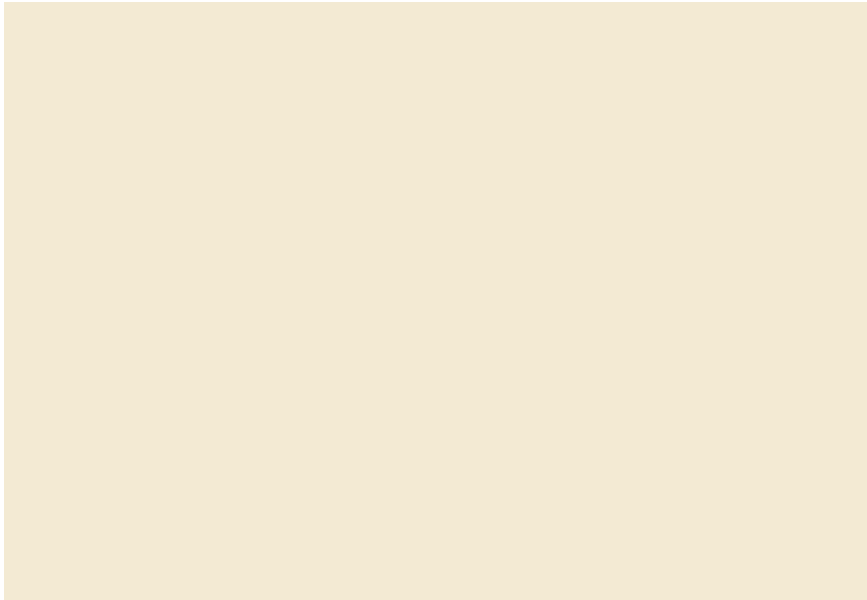
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Here Is How It Compares To Others.



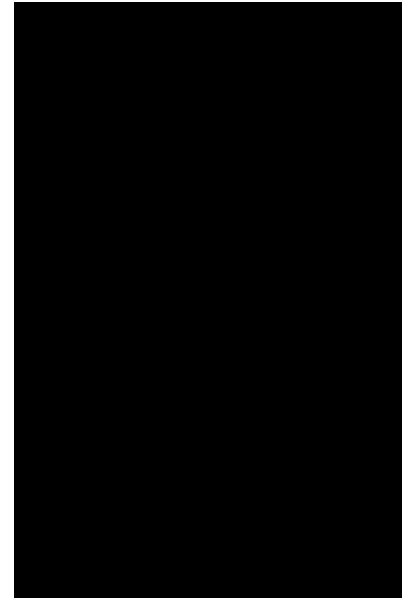
This Is The Recommended Color Palette. This Allows
For Lots Of Flexibility!



Cream



Cabernet



Black

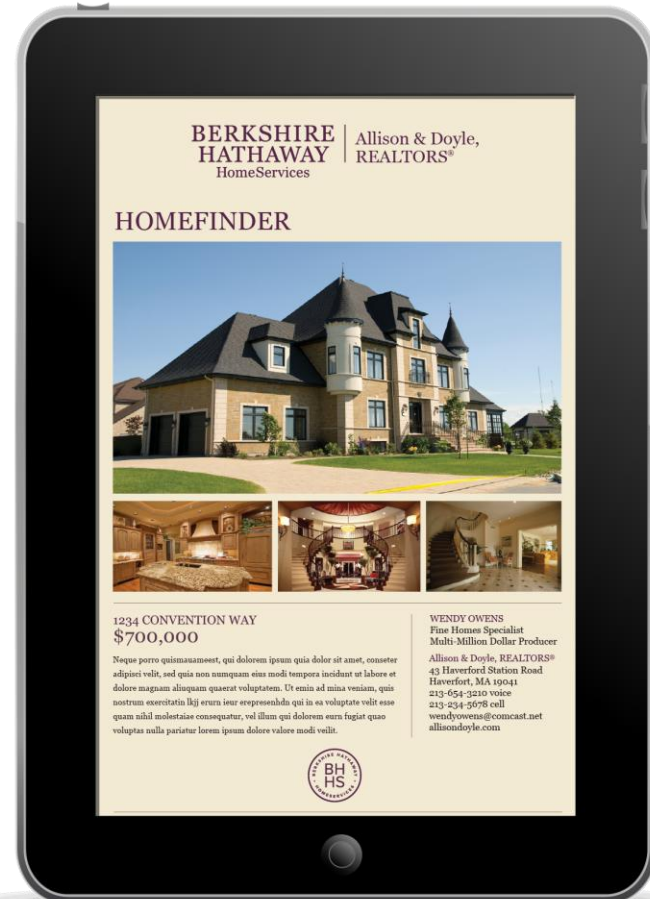
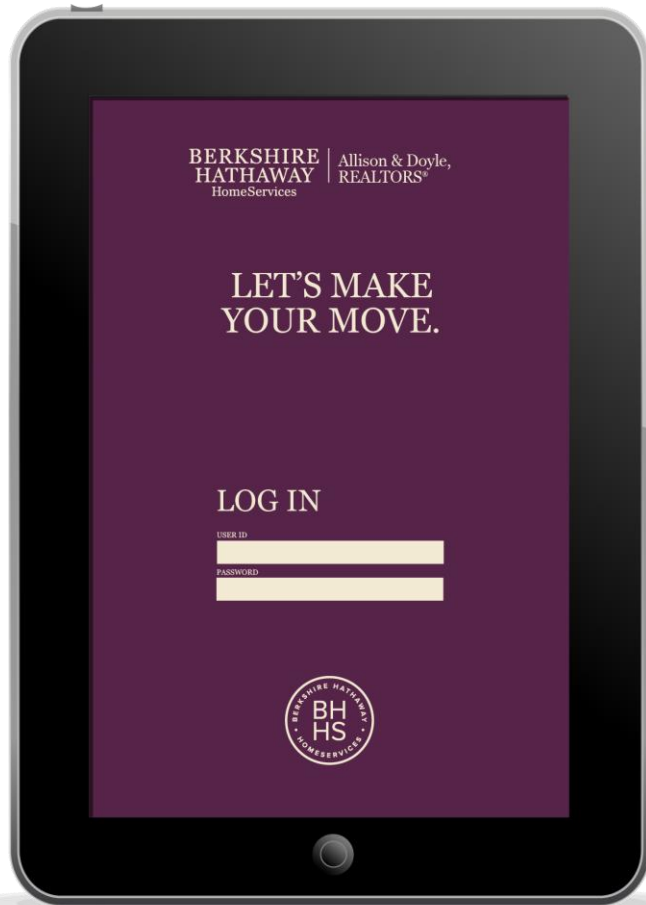
Looks Great On Mobile Devices





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HATHAWAY
HomeServices

Looks Great On iPad Or Tablet



Looks Great Online!



Looks Great in Print Ads!



Corporate ad



Affiliate ad

These images are representative only. Subject to change.



COME HOME
TO QUALITY.



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HATHAWAY
HomeServices

Looks Great On Print Materials



Looks Great on Yard Signs!



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HATHAWAY**
HomeServices

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SOLD



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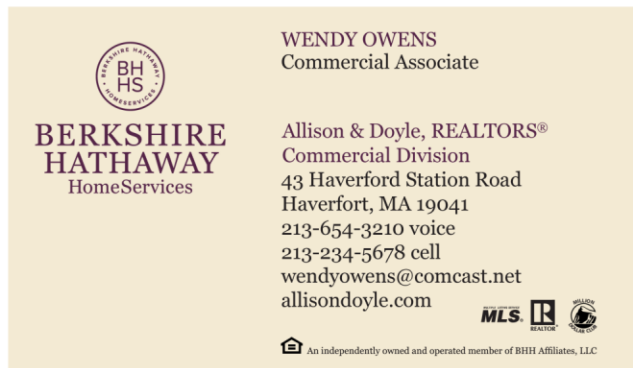
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Looks Great On Business Cards!



Affiliate business cards

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TO QUALITY.**

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**ROOM TO
GROW.**

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The Premiere Real Estate Brand Of The Future!

**Is Coming Soon To Metro Atlanta
Contact Us To Learn More!**

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